

Georgia Department of Human Resources

OFFICE OF COMMUNICATIONS

DHR's Office of Communications is the communications and marketing center for the Commissioner's office and for the department's programs and divisions. Our mission is to inform the public, media and employees about issues and services of the department.

Our staff of writers, editors, producers, publications designers and communication consultants work with a variety of media to increase public awareness of DHR's services and issues. Our functions include:

- Writing and distributing news releases on DHR programs and issues;
- Serving as the departmental contact point for the news media and spokesperson on controversial issues;
- Managing public awareness campaigns on specific issues;
- Arranging newspaper, radio and TV interviews for DHR managers and program staff;
- Preparing talking points and arranging media briefings;
- Coordinating all printing, writing printing specifications, and controlling the quality of publications;
- Designing brochures, newsletters and posters, and developing about 500 forms a year;
- Providing photography and artwork;
- Producing and distributing videos; public service announcements and radio spots;
- Designing and maintaining DHR's website;
- Developing policies and standards for the DHR web presence;
- Publishing the DHR newsletter, The Human Side;
- Maintaining fact sheets on more than 40 issues and programs;
- Training DHR managers in media relations;
- Providing strategic planning on how to market to ethnic groups and emerging communities.

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www.dhr.georgia.gov

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